

## Claims

What is claimed is:

1. An interactive services display and response user interface, comprising:  
a client connected to receive and respond to signals based on interactive content over a communications channel;  
an interactive provider server connected to receive said client responses and respond to said client;  
an interface page for providing information pertinent to said interactive content to said client;  
wherein said page can be configured by said client to display said pertinent information according to the preferences of said client and the interactive content is tailored to the transmission and reception capabilities of said client and said preferences are stored by said interactive provider server.
2. The interface of Claim 1, wherein at least some of said pertinent information is displayed using traffic lights.
3. The interface of Claim 1, wherein said pertinent information includes the time left in a betting window.
4. The interface of Claim 1, wherein the visual elements of said interface page can be altered to color preference.
5. A system for providing interactive and personalized services comprising:

3 a client connected to receive and respond to signals based on interactive  
4 content over a communications channel;  
5 an interactive provider server connected to receive said client responses and  
6 respond to said client; and  
7 an interface page for providing information pertinent to said interactive content  
8 to said client,  
9 wherein said interactive provider server personalizes said pertinent information  
10 according to said client responses.

1 6. The system recited in claim 5, wherein said interactive provider server is a  
2 betting service.

1 7. The system recited in claim 6, wherein said interactive content to said client  
2 includes betting opportunities and betting odds.

1 8. The system recited in claim 7, wherein the interactive provider server  
2 obtains at least some of said interactive content from another source.

1 9. The system recited in claim 8, wherein said another source is a web server  
2 on the Internet.

1 10. The system recited in claim 8, wherein the interactive provider server  
2 obtains at least some of said interactive content from at least two  
3 different sources.

1 11. The system recited in claim 6, wherein said client responses comprises  
2 bets.

1 12. The system recited in claim 11, wherein said pertinent information  
2 comprises information related to teams upon which the client has made  
3 bets.

1 13. The system recited in claim 6, wherein said client responses comprises  
2 answers to various questions answered prior to providing said  
3 interactive and personalized services.